 <b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/473,078	SHKEDI, ROY	
	<b>Examiner</b>	<b>Art Unit</b>	
	Jean D Janvier	3622	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 01/15/05.
2. ☒ The allowed claim(s) is/are 42-82.
3. ☒ The drawings filed on 28 December 2000 are accepted by the Examiner.
4. ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☒ All    b) ☐ Some\*    c) ☐ None    of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  6. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |   |   |
|---|---|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 5. <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)           |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                | 6. <input type="checkbox"/> Interview Summary (PTO-413),<br>Paper No./Mail Date _____ |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO-1449 or PTO/SB/08),<br>Paper No./Mail Date _____ | 7. <input type="checkbox"/> Examiner's Amendment/Comment                              |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br>of Biological Material          | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance  |
|   | 9. <input type="checkbox"/> Other _____   |

Jean D Janvier  
Examiner  
Art Unit: 3622

Art Unit: 3622

**Response To Applicant's Arguments**

The following Action constitutes a proper response To the Applicant's remarks.

**DETAILED ACTION**

**Specification**

**Status of the claims**

Claims 1-41 were canceled and claims 42-82 were added and hence, claims 42-82 are currently pending in the Instant Application.

**Reason For Allowance**

As per independent claims 42, 68, 77 and 78, the prior art, taken alone or in combination, does not disclose a system for collecting an advertiser's response having a price tag or an economic value assigned to individual attributes within the response, spreading the attributes within the response to form a number of combinations of various attributes (to form groups of profiles comprising a plurality of attributes) and for determining the price of each combination of attributes

Art Unit: 3622

by adding the individual prices for each attribute within a combination. Therefore, the claims are said to be patentable over the prior art made of record.

In general, Roth, PCT Application WO 98/34189, discloses a method and/or system for providing advertisements from a server to viewers (10) who access web sites (14) over the Internet based at least on the viewers or users (10) characteristics or profile, which match a set of criteria or characteristics associated with the advertisements (16A) from the advertisers or distributors. A viewer (human) 10 using a client PC running a client browser 11 visits a web site 14 having an HTML reference to a view server 320 for signaling the occurrence of a view-op. In other words, this visit at the registered or participating web site 14 triggers a view-op, that is an opportunity to transfer a targeted advertisement to the visitor or viewer if his profile variables match one or more advertisers' profile attributes and in accordance with the highest bid received from bid input server 18 on behalf of a bid winner or advertiser who bid along with other advertisers for the opportunity to transfer or present one targeted advertisement to the user or viewer who causes the view-op. A web server 310 coupled to the user's client PC sends the view-op signal to the view server 320 of fig. 3, which retrieves among other things the user's profile stored in database 16B (database of viewer information) and passes it to bidding agent 30 (intermediary), which receives a plurality of proposed bids from bid input server 18 (intermediary or agency working on behalf of the advertisers or bidders), for comparing and evaluating the viewer's profile to the plurality of proposed bids specifications and wherein the result of this comparison or evaluation, that is a number of selected proposed bids along with their related bid prices, is

Art Unit: 3622

forwarded to the bid selection logic 16C coupled to view server 320 for selecting the highest bid. Following the highest bid selection, the view server 320 transmits a signal to web server 310 to retrieve from database 16A or ad table 16A the advertisement associated with the winning bid to be presented to the viewer of the view-op. At the conclusion of the transaction, the database 16B is updated to reflect a successful view-op. Further, a log and billing unit 320A collects data regarding the view-op, wherein the data are used for billing and auditing purposes. It is herein understood that the proposed bids, including bid prices, bid profile attributes requirements and r associated advertisements, are stored or recorded in the system database or database 18T coupled to the bid input server 18 of fig. 3 prior to the user's or viewer's visit or view-op occurrence. It is further understood that the system is advertised to the advertisers or advertising distributors via conventional means and desired bid information, including bid prices, profile attributes requirements or targeted audience and the associated advertisements, are collected ahead of time from interested advertisers and supplied to bid input server 18 (agency or third party) for storage in database 18T where the bid information or proposed bids from a plurality of responding advertisers is retrieved and delivered, during a view-op event, to bidding agent 30 for comparing and evaluating the bid information to the viewer's profile when a view-op occurs. Moreover, the submitted bids or the responses from the plurality of advertisers contain various profile attributes requirements that must be satisfied by a view-op, wherein these various profile attributes submitted by various advertisers form a number combination of different profile attributes (fig. 3, 5 and 7; page 11: 16 to page 14: 3; page 22:1 to page 24: 1; page 26: 4 to page 37: 2).

### **Conclusion**

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

“Auctioning of Ad Space Gets Boots With Successful Launch of Site”, an article written by Nelson Wang and published on March 02, 1999, discloses an auction of advertising space held by adauction.com, which organizes the auction late in the cycle and sells ad space to advertisers looking to purchase ad space at discounted prices.

“Web sites sell ad space through auctions-Despite industry skepticism, Individual Inc. and Netscape try out new strategies”, an article written by John Evan Frook and published on July 31, 1995, discloses that Individual Inc. and Netscape Communications Corps announce that will auction advertising space on their World Wide Web sites.

“Goto.com’s Search Engine, the Highest Bidder Shall Be Ranked First”, an article written by Laurie J. Flynn and published on March 16, 1998, discloses a system wherein a search result is displayed and sorted or ranked on a search result page based on the highest bid.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (703) 308-6287). The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM

Art Unit: 3622

EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (703) 305- 8469.

For information on the status of your case, please call the help desk at (703) 308-1113.

Further, the following fax numbers can be used, if need be, by the Applicant(s):

After Final-703-872-9327

Before Final -703-872-9326

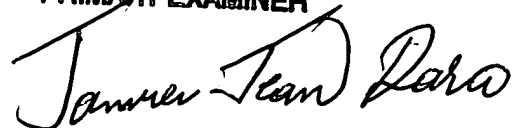
Non-Official gaff- 703-746-7240

Customer Service- 703-572-9325

JDJ

03/17/05

JEAN D. JANVIER  
PRIMARY EXAMINER

A handwritten signature in black ink that reads "Jean D. Janvier". The signature is written in a cursive, flowing style.